



Annual Fund Manager Position Announcement

Application Dates:

(Note: Resumes will be reviewed on a rolling basis until position is filled or deadline.)

About Us:

Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America™ and the Federation of Virginia Food Banks, has been providing food for hungry people throughout Southeastern Virginia and on the Eastern Shore. In our mission to lead the effort to eliminate hunger in our community, the Foodbank has distributed over 331 million pounds of food equating to over 276 million meals throughout our 4,745 square mile service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight and Accomack. During fiscal year 2017-2018, the Foodbank distributed over 18 million pounds of food equating to approximately 15 million meals to the community.

Position Overview:

The **Annual Fund Manager** is a crucial role in the Strategy and Innovations Department at the Foodbank of Southeastern Virginia and the Eastern Shore. The position will provide leadership for a team of professionals and volunteers working together to develop and implement an annual fund campaign focused on identifying, cultivating and leveraging financial and in-kind support for the Foodbank's mission, *"leading the effort to eliminate hunger in our community."*

- The position has two Coordinator-level direct reports who focus on fundraising through digital and social media campaigns as well as donor engagement through food and fund drives and third-party community events.
- Through managing sustaining and mid-level donors, this position is directly responsible for soliciting/securing gifts and individually meeting an annual fundraising goal of \$500k.
- The Annual Fund Manager is the primary relationship manager with the Foodbank's Direct Mail/Marketing vendor, a program responsible for annual revenue of approximately \$1.2 million.

The ideal candidate will have at least 3-5 years of progressive experience in fundraising with a demonstrated track record of securing gifts and providing staff supervision.



Duties and Responsibilities:

- Work closely with the Foodbank’s leadership to develop and implement an Annual Fund Campaign that includes strategies and tactics to rapidly and successfully expand the donor base, with emphasis for this position on mid-level donors at the \$500-\$2,500 level.
- Personally manage a portfolio of 200+ current sustaining and mid-level donors and prospects. Schedule and conduct prospect and donor calls to engage donors in the Foodbank’s work.
- Provide supervision and support for two Coordinator-level direct reports and ensure their success in meeting annual fundraising benchmarks.
- Serve as primarily relationship manager with Foodbank’s Direct Mail/Marketing vendor, to ensure successful execution of direct mail plan that meet annual fundraising benchmarks.
- Plan and execute cultivation and stewardship events each year.
- Prepare regular reports and updates on activities that clearly indicate progress on departmental and organizational goals related to donor cultivation and return on investment in mid-level donor programs.
- Work with the Director of Development to develop and manage the process of implementing a comprehensive action plan to cultivate and solicit individual gifts, both current and future, from a pool of assigned donors. Personally cultivate, solicit and sustain annual giving donors.
- Provide guidance and participate in the development of solicitation materials, donor recognition and retention tools.
- Develop personalized proposals based on prospect research that address the donor's interest.
- Work with the communications team to create collateral materials for donor relations.
- Assist in managing the department budget as it pertains to mid-level donor cultivation/solicitation, Foodbank donor events, third-party events and corporate partner engagement activities.

Work Hours/Shift:

Monday-Friday; full-time, exempt; some weekend and evening work required for meetings, special events, and out-of-town conferences

Essential Education:

Bachelor's degree in business, marketing, public administration or other related field of study is required.

Requirements:

- Superior ability to develop and sustain positive relationships with donors.



- Ability to manage and partner with Foodbank leadership and fundraising volunteers.
- Ability to conduct prospect research.
- Excellent interpersonal, verbal and written communication skills.
- Detail-oriented with ability to manage multiple tasks on tight timelines.
- Results-oriented with a friendly, collaborative approach and a team-oriented style.
- Highly proficient in MS Office (Word, Excel, PowerPoint).
- Knowledge of development principles, fundraising techniques and ethics.
- Ability to work evenings and weekends, as needed.
- Access to a vehicle to attend donor meetings, events and activities throughout 11 cities and counties of Southeastern Virginia and the Eastern Shore; good driving record and a valid VA driver's license.

Nonessential Education, Skills and Experience (Preferred):

Experience working in nonprofit, human service organization.

Travel Requirements: Regular travel for local and regional meetings; periodic travel for out-of-state meetings, conferences and trainings; valid driver's license required.

Physical Demands: While performing duties of this job, the employee may be required to do the following when working in the office or warehouse environment:

- The employee must, at times, lift and/or move up to 20 pounds when handling donations, documents and files in a mixed office and warehouse.
- Specific vision abilities required by this job include close vision while working with documents, computer screens, and filing.
- Regularly required to talk and hear when communicating with employees, donors, and clients.
- The use of hands and fingers are necessary to handle or feel documents and keyboards.

Compensation and Benefits:

A competitive salary with paid time off, matching retirement contributions, and employer-sponsored health benefits for individuals and their families are just a few of the incentives that make this an exciting opportunity.

The Foodbank of Southeastern Virginia and the Eastern Shore is an Equal Opportunity Employer. The Foodbank encourages applications from qualified persons of every race, ethnicity, national origin, religion, sex, age, veteran status, sexual orientation, and disability.



How to apply: If this sounds like the opportunity for you to serve our community and help eliminate hunger, please send a cover letter, resume and 5-year salary history to orfrecruiting@foodbankonline.org